

Serial No. 10/715,853  
Amendment dated May 31, 2005  
In Reply of Office Action dated March 24, 2005

**Amendments to the Claims:**

This listing of claims will replace all prior versions and listings of claims in the specification.

**Listing of Claims:**

1(cancelled).

2(canceled).

3(cancelled).

4(cancelled).

5(cancelled).

6(currently amended). A postal mailer as in Claim 16 1, and wherein:

a) said post card is a bi-fold including a second panel.

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7(original) A postal mailer as in Claim 6, and wherein:

a) said second panel in dimension corresponds and overlaps said first mentioned panel.

8(original) A postal mailer as in Claim 7, and wherein:

a) said second panel has front and back surfaces; and  
b) said front surface of said second panel includes a portion of said map indicia extending from said first mentioned panel.

9(currently amended) A postal mailer as in Claim 8, and wherein:

a) said second panel's back surface right top section includes return address indicia.

10(original) A postal mailer as in Claim 9, and including:

a) means for separating said second panel from said first mentioned panel.

11(cancelled).

12(cancelled).

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13(cancelled).

14(cancelled).

15(cancelled).

16(new). A postal mailer including a removable calling card comprising:

a) a post card having a panel having front and back surfaces each having left top, right top, left bottom, right bottom and central sections;

b) said post card having calling card stiffness;

c) said front surface right top section including a postage positioning area;

d) said front surface left top section being rectangular and including addressor name, addressor address and addressor communication indicia;

e) said front surface central, left bottom and right bottom sections including forwarding address information;

f) said back surface right top section being rectangular and coextensive and cooperating with said front surface left top section to form said removable calling card;

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g) said front surface right top rectangular section and said back surface left top rectangular section forming a pair of unattached connected outside edges and a pair of attached connected inside perforated edges which when said perforated edges are broken, said removable calling card is detached from said front central and front right top sections and said back central and left top sections producing a removed calling card;

h) said back surface left top, left bottom, right bottom and central sections having a locator map having information including addressor, landmarks and street indicia; and

i) said removable calling card being spaced from said locator map.

17(new). A postal mailer including a removable calling card as in claim 16, wherein:

a) said map addressor location and landmarks are easily observable from all other map information.

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18(new). A postal mailer including a removable calling card as in claim 17, wherein:

a) said easily observable addressor location and landmarks indicia are of a different color from said street indicia.

19(new). A postal mailer including a removable calling card as in claim 16, wherein:

a) an wherein said back surface includes second language indicia.